

1 **ABSTRACT**

2 Techniques for targeting advertisements based on consumer purchasing data
3 are described. Consumer purchasing data is used to generate a profile associated
4 with a subscriber to a broadcast television system. Consumer profile
5 characteristics may also be associated with an advertisement that is to be targeted.
6 Prior to broadcasting a targeted advertisement, a message is broadcast that notifies
7 a client device of the consumer profile characteristics associated with the
8 upcoming targeted advertisement. If the consumer profile characteristics
9 associated with the targeted advertisement match the subscriber profile associated
10 with the subscriber of the client device, then the client device tunes to an alternate
11 data stream over which the targeted advertisement is broadcast. Otherwise, a
12 default advertisement is received over the originally tuned data stream.

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